

CLMPTO

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1. A method of targeting advertisements to television viewers that have a television receiver and a television screen, the method comprising the steps of:
  - displaying an EPG on the television screen;
  - monitoring use of the receiver to develop a viewer profile based on viewer selections;
  - transmitting a plurality of advertisements with a television signal to the receiver;
  - selectively storing fewer than all the transmitted advertisements at the receiver depending on the viewer profile; and
  - displaying one or more of the stored advertisements on the screen.
2. The method of claim 1, in which the stored advertisements are displayed on the screen simultaneously with the EPG.
3. The method of claim 1, in which the transmitted advertisements are embedded in a television signal.
4. The method of claim 3, in which the television signal is in analog form with a VBI and the transmitted advertisements are embedded in the VBI.
5. The method of claim 3, in which the television signal is formatted as a digital video stream and the transmitted advertisements are embedded in the video stream.
6. The method of claim 1, additionally comprising the step of maintaining the viewer profile in a secure file at the receiver.
7. The method of claim 1, additionally comprising the step of storing an EPG data base at the receiver, the EPG data base including time, channel, and program category identifiers of telecast television programs; and the monitoring step retrieves the program categories of telecast television programs selected by the viewer for display on the screen from the EPG data base by addressing the time and channel of such selected television programs.
8. The method of claim 2, in which the monitoring step additionally records the time that programs in each category are displayed and the storing step stores an advertisement that matches the category having the longest recorded time.

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9. The method of claim 7, in which the EPG displaying step uses the same program category identifiers to compile category program guides.

10. The method of claim 7, in which the EPG displaying step uses different program category identifiers to compile category program guides.

11. The method of claim 1, in which the monitoring step monitors the television channel to which the receiver is tuned.

12. The method of claim 1, additionally comprising the step of storing an EPG data base at the receiver, the EPG data base including time, channel, and program category identifiers of telecast television programs; the television receiver has a tuner and a real time clock; and the monitoring step records the channel to which the tuner is set and the time of the clock each time the tuner is re-set and retrieves the program categories of telecast television programs from EPG data base with the recorded times and channels.

13. The method of claim 1, additionally comprising the step of storing an EPG data base at the receiver, the EPG data base including time, channel, and program category identifiers of telecast television programs; the EPG displaying step permits viewers to highlight displayed program listings to initiate another action; and the monitoring step retrieves the program categories of telecast television programs selected by the viewer for display on the screen from the EPG data base by addressing the time and channel of such selected television programs.

14. The method of claim 13, in which the monitoring step counts by category the number of times the other action is initiated.

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15. (New) A system for targeting advertisements to television viewers that have a television receiver and a television screen, the system comprising:
- means for displaying an EPG on the television screen;
  - means for monitoring use of the receiver to develop a viewer profile based on viewer selections;
  - means for transmitting a plurality of advertisements with a television signal to the receiver;
  - means for selectively storing fewer than all the transmitted advertisements at the receiver depending on the viewer profile; and
  - means for displaying one or more of the stored advertisements on the screen.
16. (New) The system of claim 15 wherein the system is comprised in the television receiver.

17. (New) A method of targeting advertisements to television viewers that have a television receiver and a television screen, the method comprising the steps of:
- displaying an EPG on the television screen;
  - monitoring use of the receiver to develop a viewer profile based on viewer selections;
  - transmitting a plurality of advertisements with a television signal to the receiver;
  - selectively displaying on the television screen fewer than all the transmitted advertisements at the receiver depending on the viewer profile.
18. (New) A system for targeting advertisements to television viewers that have a television receiver and a television screen, the system comprising:
- means for displaying an EPG on the television screen;
  - means for monitoring use of the receiver to develop a viewer profile based on viewer selections;
  - means for transmitting a plurality of advertisements with a television signal to the receiver;
  - means for selectively displaying on the television screen fewer than all the transmitted advertisements at the receiver depending on the viewer profile.
19. (New) The system of claim 18 wherein the system is comprised in the television receiver.
20. (New) A method of collecting viewer profile data for a television receiver comprising the steps of:
- monitoring use of the television receiver to develop a viewer profile based on viewer selections; and
  - storing results of the monitoring steps as part of a viewer profile stored in a secure file.
21. (New) The method of claim 20 wherein the step of storing further comprises storing the results in a secure file in which the data cannot be accessed from outside the television receiver.

22. (New) The method of claim 20 wherein the step of storing further comprises storing the results in a secure file from which only anonymous data can be accessed from outside the television receiver.

23. (New) The method of claim 22 wherein the anonymous data is accessed from outside the television receiver by any one of the group of telephone, wireless telephone, pager, computer network and the Internet.

24. (New) A system for collecting viewer profile data for a television receiver comprising:

means for monitoring use of the television receiver to develop a viewer profile based on viewer selections; and

means for storing results of the monitoring steps as part of a viewer profile stored in a secure file.

25. (New) The system of claim 24 wherein the data in the secure file cannot be accessed from outside the television receiver.

26. (New) The system of claim 24 wherein only anonymous data in the secure file can be accessed from outside the television receiver.

27. (New) The system of claim 26 further comprising access to the secure file, wherein the access is made through any one of the group of telephone, pager and the Internet.

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